

GREEN RESTAURANT ASSOCIATION

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TODAY'S SESSION

- About the GRA
- GR4.0 Certification & Standards
- Example of a CGR & Restaurant Impacts
- Consumer Insight



ABOUT THE GRA

- National non-profit
- Founded in 1990
- Mission: Create an Environmentally Sustainable Restaurant Industry



THE SIX STEPS TO GREENING YOUR RESTAURANT

1. Environmental Assessment
2. Environmental Consulting
3. Verification
4. Certification
5. Public Relations & Marketing
6. Education



KEY ENDORSEMENT/PARTNERSHIPS



Asheville
Independent
Restaurants



KEY CERTIFIED GREEN RESTAURANTS® NATIONWIDE

Chefs

- Mario Batali
- Rick Bayless
- Eric Ripert

Chains

- Sweet Tomatoes
- Souplantation

Hotels

- Intercontinental
- Omni Dallas

Schools

- UCLA
- Culinary Inst. Of America

Corporate Dining

- Microsoft
- Hearst Corp
- NY Times

Institutions

- Statue of Liberty
- Ellis Island
- Yellowstone National Park
- Smithsonian National Museum of Natural History



BOSTON AREA CERTIFIED GREEN RESTAURANTS®

Restaurants

- Bayside Restaurant
- The Fireplace
- Taranta
- Grendel's Den
- Za
- Seaglass
- The Halfway Café
- Hyannis Yacht Club
- Straight Wharf Restaurant

Chains

- Boloco

Institutions

- Harbor View Cafe at New England Aquarium

Corporate Dining

- Wheelabrator Technologies
- John Hancock Building
- EBSCO Publishing

Hotels

- Brasserie JO at the Colonnade Boston Hotel
- Miel & RumBa at the InterContinental Boston

Schools

- Walnut Hill
- Noble & Greenough
- Winsor
- Northeastern – International Village
- Boston University – Union Food Court, Bay State Rd
- Harvard Business School
- Harvard School of Public Health

Catering

- Tables of Content Catering

<http://www.dinegreenboston.com>
<http://www.dinegreenbrookline.com>



GR4.0 CERTIFICATION & STANDARDS



CERTIFICATION REQUIREMENTS

- Styrofoam Free
- Comprehensive Recycling
- 100 Points Total
- 10 Points in Required Categories

	2 Star	3 Star	4 Star
Disposables	10 points	10 points	10 points
Energy	10 points	10 points	10 points
Food	10 points	10 points	10 points
Furnishings & Building Materials	0 points	0 point	0 points
Pollution & Chemical Reduction	10 points	10 points	10 points
Waste Reduction & Recycling	10 points	10 points	10 points
Water Efficiency	10 points	10 points	10 points
Points drawn from any category	40 points	115 points	240 points
TOTAL	100 Points	175 Points	300 Points



GR4.0 STANDARDS

- Transparent
- Science-based
- Measurable steps
- Points correspond to impact



GR4.0 STANDARDS: WASTE

W1. RECYCLING & COMPOSTING

All Items in This Box are Required for Certification If an item is not available for recycling or composting in a restaurant's area, then the restaurant is not required to divert that materials.

Plastics, glass, and aluminum 10

Cardboard 8

Paper 2

Grease to biodiesel or energy, exclusively – Required for restaurants in the following areas: 2.5

Asheville NC, Baltimore-metro, Boston, Chicago, southern and central Connecticut, Washington DC, Los Angeles, New York City, Philadelphia, Portland OR, San Diego, San Francisco, Seattle, Spokane WA

Composting – pre-consumer (kitchen waste) – Required for restaurants in the following areas: Baltimore, Boston, Chicago, Cleveland, Washington DC, New York City, Philadelphia, Portland OR, San Diego, San Francisco, Seattle, St. Louis 17.5

Composting – post-consumer (food and packaging) 7.5



W2. CONSTRUCTION RECYCLING

New construction	2.5
Renovation	1.25

W3. HAZARDOUS WASTE

Fluorescent lamps	0.5
Batteries	0.5
Paints and chemicals	0.5
Electronics	0.5



W4. WASTE REDUCTION- OFFICE

Reuse or recycle ink cartridges	0.25
Staple –free stapler	0.25
Junk mail reduction	0.25
Double-sided printer	1
Online, paperless fax	1
Paperless billing for all vendors	3
Paperless payroll for all employees	3

W5. WASTE REDUCTION- DISPOSABLE PRODUCTS

Bulk Packaging (i.e no individual packets)	
Condiments for in-house use	1
Coffee station items	1
At least 2 vendors make deliveries with returnable packaging at least twice per month	1
More than 2 vendors make deliveries with returnable packaging at least twice per month	2.25
Reusable coffee filter	1
Reusable coasters	1
No bottled water served on-site	3.5
No paper towels in restrooms	2
100% reusable tableware used for staff meals	3.5



W5. WASTE REDUCTION- DISPOSABLE PRODUCTS

Reusable mug program: Signage + Monetary incentive to encourage customers to re-use mugs (i.e. "Save 5 cents every time you use a reusable mug".) 2.25

Reusable bag program: Signage + Monetary incentive to encourage customers to re-use bags (i.e. "Save 5 cents every time you use a reusable bag".) 2.25

Reusable container program: Signage + Monetary incentive to encourage customers to re-use containers (i.e. "Save 5 cents every time you use a reusable container".) 2.25

For Cafeteria-Style Restaurants Only

Reusable trays 1

No trays 3

For Fine Dining Restaurants Only

No table covering for tables in a fine dining restaurant 4.5

Reusable sustainable linens (organic cotton, hemp, etc.) 3.5

Reusable conventional linens 2.25

Recycled kraft paper table covering 1



W6. WASTE REDUCTION- FOOD

Weekly (at least) donations to food bank or material exchange	5
Offer smaller portions, at least 25% smaller, for 50% of entrees at a reduced price	2.25

<http://dinegreen.com/restaurants/standards.asp>



EXAMPLE OF A CGR

BRASSERIE JO



GREEN LABEL

TRANSPARENCY TOOL

- Once restaurants become certified, all environmental accomplishments will be 100% transparent to the public the Green Label to the right, listing certification level, steps, and points.
- All changes are updated automatically in real time.

GREEN RESTAURANT® POINTS



Brasserie JO at the Colonnade Boston Hotel

3 Star Certified Green Restaurant®

Environmental Category	Points
Energy	69.03
Food	22.50
Water	15.80
Waste	54.25
Disposables	11.25
Chemicals & Pollution Reduction	10.38
Furnishings & Building Materials	0.00
POINT TOTAL	183.21

[Details of All Steps and Points](#)

Certified Since 2012

2 Stars = 100 Points • 3 Stars = 175 Points • 4 Stars = 300 Points

[Click here to see GRA's Standards](#)

STEP HIGHLIGHTS

- 1/3 of Lighting is LED
- Near-Zero Waste™ with full recycling, composting, and grease to biodiesel
- Low Flow PreRinse Units & Faucets
- Electric Car Charging Station
- 50% of Chemicals meet GRA's highest standard
- Multiple Pieces of Efficient Equipment



STEP DETAILS & IMPACTS



Recycling: Comingled (Plastics, Glass, Aluminum)	10.00
Recycling: Cardboard	8.00
Recycling: Paper	2.00
Recycling: Grease to Biodiesel or Energy	2.50
Composting: Pre Consumer Waste	17.50
Composting: Post Consumer Waste	7.50
Recycling: Fluorescent Lamps	0.50
Recycling: Batteries	0.50
100% Reusables for Staff Meals	3.50
Reusable Conventional Linens Table Top	2.25
Total Waste	54.25

- Restaurants produce 100,000 pounds of garbage per year... 90% of which can be diverted from the landfill
- Recent studies have shown that 30-40% of all food produced is wasted



STEP DETAILS & IMPACTS

- Reusable products are always preferred over disposables
- Purchasing products with high levels of recycled content reduce the demand for extracting natural resources.

DISPOSABLES

Reusable Napkins	6.50
Biobased Take-out containers	0.75
Bath Tissue	0.50
Office Paper	3.50
Total Disposables	11.25



STEP DETAILS & IMPACTS

WATER	
1.0gpm Faucet Aerators - Handwashing Sinks	2.25
1.5gpm Faucet Aerators - Prep Sinks	1.50
< 1gpm Pre-rinse Spray Valves	6.50
CEE Tier 1 / Energy Star Ice Machine	1.24
CEE Tier 2 Ice Machine 2	2.81
Touchless Sensor Faucets	1.50
Total Water	15.80

- Average food service facility uses 300,000 gallons of water per year
- Spray valves alone save enough water to fill 5 backyard swimming pools!



STEP DETAILS & IMPACTS


ENERGY	
Programmable Thermostat	3.00
Stacked Parking	3.75
Energy Management System (EMS), HVAC	3.00
< 1gpm Pre-rinse Spray Valve	6.75
1.0gpm Faucet Aerator - Handwashing Sinks	2.00
1.5gpm Faucet Aerator - Prep Sinks	1.00
LED Lighting	5.94
Energy Star Compact Fluorescent Lamps (CFLs)	0.36
T8 Lamps	1.25
Energy Star Fryer	11.25
CEE Tier 1 / Energy Star Ice Machine	3.30
CEE Tier 2 Ice Machine 2	7.43
Renewable Energy Credits	20.00
Total Energy	69.03

- The restaurant industry consumes 1/3 of all energy used by the retail sector in the US.
- Replacing conventional lighting with LED bulbs can save enough energy to power a home for one year



STEP DETAILS & IMPACTS


- Livestock farming is responsible for nearly 1/5 of all human-induced greenhouse gas emissions
- 67% of all seafood is sold in restaurants



Sustainable Seafood	1.20
Vegetarian Purchases	5.10
Vegan Purchases	16.20
Total Food	22.50



STEP DETAILS & IMPACTS



Building Located Half Mile from Subway/Light Rail	0.50
Building Located 1/4 Mile from Bus Line	0.50
Alternative Fuel Refueling Station	5.00
No Idling Policy	0.50
GRA Qualified Cleaning Products	3.88
Total Chemicals & Pollution Reduction	10.38

- Indoor air pollution can be up to 5 times higher indoors than outdoors
- Transportation accounts for more than 30% of U.S. carbon dioxide emissions



CONSUMER INSIGHTS



2013 NRA INDUSTRY FORECAST

- 62% of fine dining operators and 57% of casual dining operators plan to adopt more sustainable packaging, mainly due to increase consumer interest in patronizing environmentally conscious businesses



2010 TECHNOMIC SURVEY

- 79% of consumers are more likely to dine at a Certified Green Restaurant®
- 78% of Employees would be More Excited to Work at a Certified Green Restaurant®



2009 PRINCETON REVIEW STUDY

- 68% of students chose colleges and universities this year based on the environmental scorecard of the school.



GO GREEN



Dear Restaurant Owner:

Like many people these days, I am very concerned with issues of global warming, food, and the environment. It is important for me to patronize restaurants that are improving their environmental practices.

I'd like to see your restaurant become a **Certified Green Restaurant®**. I encourage you to contact the Green Restaurant Association at outreach@dinegreen.com or (617) 737-4422.

Sincerely,
Your Customer

DINEGREEN.COM

<http://dinegreen.com/downloads/2008Suggestioncard.pdf>



BENEFITS

- Decrease impacts
- Save money
- Transparency & verification
- Stay ahead of legislation
- Employee morale
- Consumer loyalty



CONTACT INFORMATION

GREEN RESTAURANT ASSOCIATION

617.737.3344 · info@dinegreen.com

www.dinegreen.com

facebook.com/Green-Restaurant-Association

twitter.com/dinegreen



COMMUNICATIONS TOOLS



PLACING THE CERTIFICATION LOGO ON YOUR WEBSITE



Displaying the logo on your website is a simple and effective way to communicate your commitment to sustainability. You have received code to put on your home page that will automatically update your certification logo as you progress throughout the years. This code works better than a jpg.

rougetomatenyc.com



LINKING TO YOUR GREEN LANDING PAGE



Green Your Dining Experience



STRAIGHT WHARF RESTAURANT

Straight Wharf Restaurant
6 Harbor Sq
Nantucket, MA 02554
508-228-4499

Seafood

Green Highlights

2 Star Certified Green Restaurant®

133 Points

Certified Since: 2010

GREEN RESTAURANT® POINTS



Straight Wharf Restaurant
2 Star Certified Green Restaurant®

Environmental Category	Points
Energy	32.23
Food	22.30
Water	15.75
Waste	28.00
Disposables	16.25
Chemicals & Pollution Reduction	18.89
Furnishings & Building Materials	0.00
POINT TOTAL	133.42

[Details of All Steps and Points](#)

Sustainable Food on Sandy Shores

For nearly 35 years, Straight Wharf Restaurant has been a Nantucket staple, serving up fresh, seasonally-inspired food in a scenic seaside setting. Now, they are the first and only Certified Green Restaurant® on the island, earning 133.42 points on the GRA's ratings scale and receiving the designation of 2 Star Certified Green Restaurant®. Straight Wharf has always prided itself on its commitment to preserving the traditions and culture of Nantucket, and has been lauded by national news outlets such as *The New York Times*, *The Boston Globe*, *Food & Wine Magazine*, and more!

- As a Certified Green Restaurant®, you also receive a URL to a specialized landing page created by the GRA for your restaurant
- The landing page showcases your Green Label, as well as a few of the highlights from your Certification Report



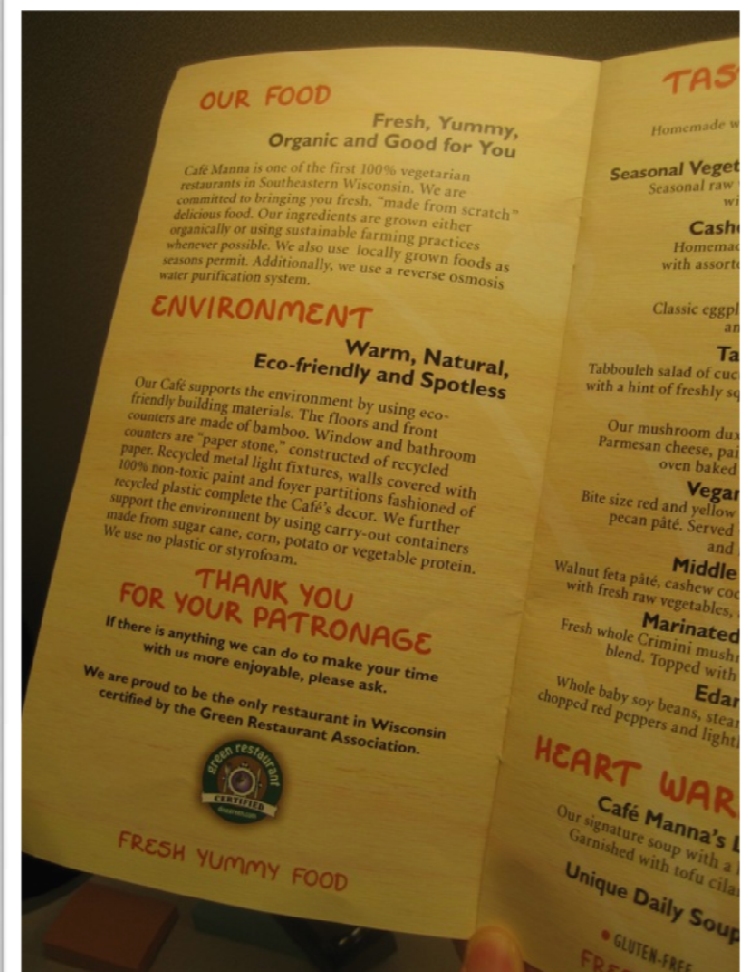
DISPLAYING THE CERTIFICATION DECAL AND AWARD

- In your Certification Packet, you received a window cling for your front door and a Certification Award that can be framed and displayed inside the restaurant
- Display your seal with pride...**you earned it!**



COMMUNICATING CERTIFICATION THROUGH THE MENU

- Every guest will see your menu. Placing the Certification Logo on your menu showcases your commitment to sustainability
- The GRA can also help you craft language for your menu that helps communicate your Certification



DISPLAYING THE LOGO ON YOUR UNIFORMS



- Your staff are often the front line in communicating your restaurant's mission and values. The Certification Logo can be placed on polos, aprons, skullcaps, and chef coats
- *For example:* Tayst Restaurant in Nashville placed the Certification Logo on their chef coats
- Make the medium fit the message! When placing the logo on your uniforms, printing it on organic cotton will earn you more points towards your requirement for the year



PLACING THE DINE GREEN BUTTON ON UNIFORMS



Your staff can also don Dine Green buttons to advertise your commitment to sustainable practices



USING BILL INSERTS AND TABLE TENTS TO COMMUNICATE FACTS AND ACCOMPLISHMENTS



Inserts in your check presenters or table tents can provide educational facts about your certification process and your environmental accomplishments



PROMOTING YOUR CERTIFICATION THROUGH RECEIPTS



The GRA can provide you with language to include on your receipts and drink chits that help promote your Certification status



EDUCATIONAL SIGNAGE

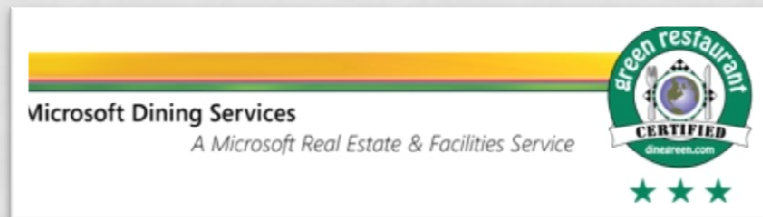


- In-store signage also offers an excellent opportunity to explain environmental steps and accomplishments to guests and staff members
- Sassafras Café in the Missouri Botanical Garden posted signage around their restrooms and shops to educate their visitors



OTHER WAYS TO USE THE LOGO

Email Signatures



Chef's Notes for To-Go Bags



USING YOUR CERTIFICATION IN TRADITIONAL ADVERTISING



Houston's First Certified Green Restaurant™

GREAT ENTREES WOOD-FIRED PIZZAS HEARTY SOUPS
SUPERB SALADS AND FANTASTIC DESSERTS

2311 West Alabama, Houston TX 77098

Green To Go: 713-533-0777

Fun | Fresh | Fast Casual

Contact us: info@RugglesGreen.com or 713-533-0060

We offer All-Natural, All-Organic, and Always-Delicious Meals for your pleasure!



- If your restaurant advertises in local publications, this is a great place to include the Certification logo and let your audience know that you've earned the mark
- The GRA can work with your design team and/or publications in which you place your ad to help them include the logo in your advertisements



PRESS RELEASES

If you'd like to send out a press release to your local media, the GRA can craft one for you

The Releases we create:

- Highlight the steps taken to earn Certification
- Are sent as soon as possible, when news is fresh and current
- Capture what's unique about your restaurant and provide media with a captivating story



CERTIFIED GREEN RESTAURANTS®
HAVE RECEIVED NATIONAL MEDIA
ATTENTION

The New York Times
Expect the World®



The Washington Post

